Persuasive Speech

* Rough draft due May 10
* Final Draft due May 17

MCj02330340000[1]

**General information**

Persuasion can be defined as the process by which a communicator influences the values, beliefs, attitudes, or behaviors of another. Persuasion occurs any time you move a listener's opinion in the direction you advocate, even if that movement is slight.

There are three main types of influence:

(1) You can attempt to change your listener's values, beliefs, attitudes, and behaviors. This type of influence is the most dramatic. Change is difficult for most people.

(2) You can attempt to instill a value, belief, attitude, or behavior. You instill when you address a particular problem about your listeners do not know about or do not have an opinion about.

(3) Finally, you may intensify values, beliefs, attitudes, and behaviors. In this case, you must know before your speech that audience members agree with your position to a certain degree. Your goal is to strengthen your listener's position and actions. For example, your audience may already believe that recycling is desirable and may practice it at times. If your speech causes your listeners to recycle more often, then you have intensified their behavior.

Types of persuasive speeches:

MCj02899580000[1]1. A **Speech to Convince** has the objective of affecting the listener's beliefs and attitudes. For example, to convince the audience that air travel is safer that ground travel.

2. A **Speech to Actuate** may establish beliefs, but it always calls for the audience to act. For example, you might try to move the audience to spay or neuter pet cats and dogs.

3. A **Speech to Inspire** attempts to change how listeners feel about the topic. For example, to inspire audience members to give their best efforts to all of the courses they take.

MCj04248280000[1]The specifics

Length***:*** Your speech should be 5 or more pages written. It should be typed, double-spaced, in 12-point font, with one-inch margins. You must include a Bibliography or Works Cited page. This page does not count as one of your 5 pages.

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Delivery**:** You may use note cards, but you may not use your paper during your delivery.

No visual aids are necessary.

Grading:

|  |  |  |  |
| --- | --- | --- | --- |
| **Written** |  |  |  |
| Ideas and Content |  | x 2 |  |
| Organization |  | x 2 |  |
| Voice |  | x 1 |  |
| Word Choice |  | x 1 |  |
| Sentence Fluency |  | x 1 |  |
| Conventions |  | x 3 |  |
| **Spoken** |  |  |  |
| Ideas and Content |  | x 3 |  |
| Organization |  | x 3 |  |
| Language |  | x 2 |  |
| Delivery |  | x 2 |  |
| GRADE |  |  | /100 |

A = 90-100 D = 60-69

MCj02819700000[1]B = 80-89 F = 0-59